

Message Text

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FM AMEMBASSY BELGRADE

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EO 11652: NA

TAGS: BEXP YO

SUBJ: PARTICIPTION IN 1977 NOVI SAD INTERNATIONAL AGRICULTURAL
FAIR.

TO: VIRGINIA YORIO FOR

MR. J.S. WALKER AND MARTIN DROBAC, USYEC

GENERAL ELECTRIC COMPANY

570 LEXINGTON AVE

NEW YORK NY 10022

TELEX RCA 234 698

EMBASSY SUGGESTS THAT YOU INFORM APPROPRIATE MEMBER FIRMS
ATTENDING USYC MEETING OF OPPORTUNITY TO PARTICIPATE IN USDOC
EXHIBIT AT NOVI SAD INTERNATIONAL AGRICULTURAL FAIR ON MAY 13-22,
1977. EXHIBIT PROVIDES EXCELLENT OPPORTUNITY FOR U.S. SUPPLIERS
OF AGRICULTURAL AND
FOOD PROCESSING EQUIPMENT TO PENETRATE RAPIDLY EXPANDING YUGOSLAV
MARKET AND REACH IMPORTANT END-USERS IN EASTERN EUROPE.

AS YOU KNOW YUGOSLAVIA'S FIVE YEAR PLAN SETS DEVELOPMENT IN
AGRICULTURE AND FOOD PROCESSING AS A TOP PRIORITY. OUR RESEARCH
SHOWS THAT THE YUGOSLAV MARKET FOR AGRICULTURAL AND FOOD PROCESSING
EQUIPMENT AMOUNTED TO \$500 MILLION IN 1976, OF WHICH
\$150 MILLION WAS CAPTURED BY FORIEGN SUPPLIERS. GIVEN THE COUNTRY'S
DEVELOPMENT TARGETS AND PAST GROWTH RECORD, THE MARKET FOR THIS
EQUIPMENT SHOULD EXPAND RAPIDLY THROUGH 1980.

IT IS NOT EASY TO ENTER THE YUGOSLAV MARKET. NONETHELESS WE
HAVE LEARNED THAT MANY EUROPEAN FIRMS WHO HAVE PERSISTED IN
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DEVELOPING THE MARKET OVER THE YEARS ARE NOW BEING REWARDED

WITH MAJOR CONTRACTS FROM LARGE AGRI-BUSINESS ENTERPRISES.
WE BELIEVE THAT AGGRESSIVE U.S. FIRMS OFFERING SUPERIOR TECHNOLOGY
AT COMPETITIVE PRICES CAN OBTAIN A SUBSTANTIAL SHARE OF SALES
NOW HELD BY OTHER FOREIGN FIRMS.

THE NOVI SAD FAIR OFFERS U.S. FIRMS A SPECIAL OPPORTUNITY TO
EITHER ENTER THE MARKET OR, IN THE CASE OF FIRMS ALREADY
PRESENT HERE, TO INCREASE THEIR SALES. EACH YEAR THE FAIR ATTRACTS
OVER 1600 MANUFACTURERS AND INCLUDES 500 EXHIBITORS FROM OVER 50
COUNTRIES. PARTICIPATION IN THE U.S. PAVILION WILL PERMIT U.S.
FIRMS ACCESS TO THE FOLLOWING SERVICES AND FACILITIES:
-EMBASSY AND CONSULATE GENERAL MARKET PROMOTION CAMPAIGN DIRECTED
AT SELECTED END-USERS OF AGRICULTURAL AND FOOD PROCESSING
EQUIPMENT
-INDIVIDUALIZED MARKET COUNSELING AND GUIDANCE IN SELECTING
LOCAL AGENTS
-ASSISTANCE IN ORGANIZING AND PRESENTING PRODUCT SEMINARS
-CONFERENCE SPACE FOR COMPANY-TO-COMPANY MEETINGS
-SPECIAL THEATER FOR EXCLUSIVE AUDIO-VISUAL PRESENTATIONS
-HOSPITALITY FUNCTIONS
-BOOTH FURNISHINGS, GRAPHICS AND NORMAL UTILITIES
-SHIPPING ASSISTANCE

IF U.S. FIRMS HAVE ANY QUESTION ABOUT THE SUITABILITY OF THEIR
PRODUCTS FOR EXHIBIT; OR DESIRE MORE DETAILED INFORMATION
ON CONDITIONS OF PARTICIPATION THEY SHOULD CONTACT DIRECTLY JOHN
KLINGELHUT BUREAU OF INTERNATIONAL COMMERCE (OIM/BIC),
COMMERCE BUILDING, 14TH STREET AND CONSTITUTION AVE, NW,
WASHINGTON, D.C. 20230, PHONE (202) 377-2795; ALTERNATIVELY,
THEIR EUROPEAN OFFICES MAY GET IN TOUCH WITH WILLIAM E.
PRIMOSCH, COMMERCIAL OFFICER, AMERICAN EMBASSY, KNEZA MILOSA 50,
11000 BEOGRAD, TELEX 11529, TELEPHONE 645-655. BEST REGARDS,
WILLIAM J. WALLER
AMERICAN EMBASSY
BELGRADE, YUGOSLAVIA
SILBERMAN

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.
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